

ABSTRACT

Province branding is necessity. Needs to be more easily identified, making differentiation that has strong positioning, creating positive perception that the public does not create perceptions (Vandehey, 2006, p.14), the need to raise its potential and market the region to the target market (investors and potential investors from home and abroad, domestic and foreign tourists, community and others). Yeoman (2004, p.118) states "In this, the city-the place must be seen as the product consumed". The fulfillment of these needs will impact on reducing poverty and unemployment since the opening of jobs due to the inclusion of investment and the number of tourist visits. This will mean an increase in the economic and social welfare of the province.

However, East Java, a large province in Indonesia with the trend of economic growth each year over the average of the national economy, has contributed greatly to the economic conditions in Indonesia and has the natural and human resources support, did not have province branding. Therefore, the research uses a qualitative methodology with an interpretive approach (subjectively)-constructivist and collect data by in-depth interviews method of semi-structured have raised how the brand strategy of East Java in the eyes of internal stakeholders in an effort to build province branding. As a result, East Java is industry province with natural and human resources support, has a strategic role for Indonesia, made the Majapahit heyday as the spirit as well take the values and make the Bromo Tengger Semeru National Park, Banyuwangi and Gili Iyang as tourism icon.

Keywords: branding, province branding, East Java Province.